

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BIS2014 – MANAGEMENT INFORMATION SYSTEMS

(All sections / Groups)

17 MARCH 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 3 pages with **FOUR (4)** Questions only.
2. Answer all **FOUR** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answer in the Answer Booklet provided.

QUESTION 1

- a. Explain any **FOUR (4)** factors of globalization has to do with management information systems.

(10 marks)

- b. List and describe **FIVE (5)** reasons why information systems are so important for business today.

(15 marks)

(Total: 25 marks)

QUESTION 2

- a. Explain how the value chain model can be used to identify opportunities for information systems.

(10 marks)

- b. Use the value chain and competitive forces models to evaluate the impact of the Internet on automobile manufacturers and automobile retail stores such as Ford Motors.

(15 marks)

(Total: 25 marks)

QUESTION 3

Customer Relationship Management (CRM) software can be one of the main components of the information systems for many organisations.

- a. Explain why CRM system is very important for organisations.

(5 marks)

- b. Discuss **FIVE (5)** important features of a good CRM software.

(20 marks)

(Total: 25 marks)

Continued

QUESTION 4

A travel agency company has decided that it no longer requires a Head Office and its strategic aim is to become a virtual organisation.

- a. Discuss any **FOUR (4)** management information systems (MIS) technologies that could be used to create a virtual organisation.

(20 marks)

- b. Describe **ONE (1)** possible issue or challenge that the company may encounter as a virtual organisation.

(5 marks)

(Total: 25 marks)

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